

LEO BURNETT U.S.A.

A DIVISION OF THE BURNETT COMPANY, INC.

AD#BBN104-94 REQ#M21516 "DE-NICOTINED MENTHOL" 2-SIDED INSERT (5-5/8 X 7-3/4) TV GUIDE (ARIZONA), 1990

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BENSON & HEDGES BREAKTHROUGH



## DE-NICOTINED MENTHOL

LESS THAN 0.1 MG NICOTINE  
AND SMOOTH FRESH TASTE

BENSON & HEDGES DE-NIC<sup>®</sup> MENTHOL, THE RESULT OF A NICOTINE EXTRACTION PROCESS THAT REMOVES NICOTINE DIRECTLY FROM THE TOBACCO ITSELF, MUCH THE WAY CAFFEINE IS NATURALLY REMOVED FROM COFFEE BEANS.

WHAT YOU GET IS A SMOKEABLE MENTHOL CIGARETTE WITH SMOOTH, FRESH TASTE, AND LESS THAN 0.1 MG OF NICOTINE.

REGULAR & MENTHOL, KING & KOOL

BENSON & HEDGES  
DE-NIC<sup>®</sup>

100% TOBACCO

RECENT ADVANCES IN TOBACCO PROCESSING  
HAVE MADE IT POSSIBLE TO REMOVE NICOTINE  
FROM TOBACCO WITHOUT AFFECTING TASTE

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SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

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0 mg "tar," 0.1 mg nicotine av.  
per cigarette by FTC method.



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